

UNIVERSITI TEKNOLOGI MARA

CAWANGAN TERENGGANU

KAMPUS DUNGUN

FACULTY OF HOTEL & TOURISM MANAGEMENT

**STUDENT SATISFACTION TOWARDS FOOD QUALITY IN DINING HALL AT
UITM TERENGGANU CAMPUS DUNGUN**

Norsyafiqah binti Md amin (2015238992)

Rohidayu binti Razali (2015239126)

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CANDIDATE'S DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulation of University Teknologi MARA and is our own except those which have been identifies and acknowledge. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UiTM's rule and academic regulation.

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|------------------------|------------------------------------------------------------------------------------------------------------------------|
| Name of Candidates | : Norsyafiqah Binti Md Amin |
| | : Rohidayu Binti Razali |
| Candidate's ID No | : 2015238992 |
| | : 2015239126 |
| Program | : Bachelor of Science (Hons.) Foodservice Management (HM242) |
| Faculty | : Faculty of Hotel & Tourism Management UiTM Terengganu |
| Research Title | : Student Satisfaction Level towards Food Quality at Dining Hall Universiti Teknologi MARA Terengganu Campus Dungun |
| Signature of Candidate | : |
| | Norsyafiqah Amin Rohidayu Razali |
| Signature of Advisor | : |
| Name of Advisor | : Mohd Izwan Bin Mohd Zaki |
| Date | : 08 th July 2018 |

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ABSTRACT

Foodservice in school, college and university is the largest food-service business in the world. Students will choose to have meals in the cafeteria, because they might lack the time and it is convenient. However, canteen or cafeteria in the university is difficult to satisfy students for example in terms of food preparation and does not meet what they want especially in terms of the quality of the food. It will determine their satisfaction level on the cafeteria in UiTM Terengganu branch campus Dungun. This research is about to study student satisfaction towards food quality in dining hall in UiTM Terengganu. The quality of a food will affect a person whether positive or negative influence on the atmosphere in cafeteria or canteen. This is because most students will find food in the place. They expect the cafeteria to meet their tastes and so on. Customer's satisfaction in the aspect of business is important when providing service because they are the main contributor to the business success and getting more profit. So, the students filled out the survey which focused on the food quality and asked students how they felt about the food, convenience and others. Last, this study also evaluated the survey and explored the overall satisfaction of the students in the cafeteria, the analysis showed areas where satisfaction was being met and also where improvement could be made.

Keyword: food quality, student satisfaction, customer satisfaction, university's cafeteria